application under the Scheme, its-appraisal and calculation of grant eligibility as well as disbursement of funds has been completely decentralized from 2007-08. Under this new procedure any entrepreneur /applicant can file application with the neighborhood Bank branch/Financial Institutions (FIs). The Bank/FIs then appraise the applications and then calculate the eligible grant amount as per the detailed guidelines given to them by the Ministry in this regard. Banks/FIs appraisal report and recommendation for the grant is transmitted to the Ministry through E-Portal which has been established for this purpose. After the recommendation is received from any Bank/FIs through the E-Portal Ministry sanctions the same and transfers the funds also through the same E-Portal.

Under the decentralized procedure, the applications are received directly by the Banks/FIs, hence the data for receipt of the applications for 2007-08 and 2008-09 is not maintained centrally by the Ministry. However, for the State of Rajasthan, during the last three years *i.e.* 2006-07, 2007-08 and 2008-09, out of 152 applications received under the scheme, 107 applications were approved for which an amount of Rs. 1589.11 lakhs were disbursed.

Viewership for Doordarshan

1689. SHRI T.K. RANGARAJAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the current viewership for Doordarshan, including regional kendras, in comparison to other private channels;

(b) whether there has been any evaluation of the content and production quality of the Doordarshan programmes; and

(c) whether there is any plan of action/strategy to improve the quality of its production?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) A Statement (*See* below) regarding TAM Rating of viewership showing comparison of Doordarshan National including Regional Channels with other Private Channels is enclosed.

(b) Prasar Bharati has informed that evaluation of content and production quality is a continuous process. Their Audience Research Units are doing evaluation of programmes from time to time.

(c) Prasar Bharati has informed that efforts are being made to improve the quality of its production by acquiring quality software from various professional software houses/producers through SFC Scheme; outsourcing good Feature Films for telecast on DD-1 on different themes; outsourcing better talent for in-house production of programme and improving transmission quality with digitalization of the studio equipment and transmission.

Statement

TAM Rating of Doordarshan including regional DD channels and Private Channels in India (Total Market) among all 4+Years viewers for the period 28.12.2008 to 27.6.2009

Doordarshan Channels	TVR %	Private Channels	TVR %
DD National	1.11	Aaj Tak	0.08
DD News	0.06	Colors	0.58
DD Delhi	0.06	CNN IBN	0.01
DD Patna	—	Star Plus	0.65
DD Punjabi	0.01	Soni Entertainment	0.20
DD Sahyadri	0.14	Zee TV	0.51
DD Gujarati	0.02	Zoom	0.04
DD Kashmiri	—	Zee News	0.04
DD Assamese	—	Zee Cinema	0.36
DD Rajasthan	0.01	MAX	0.58
DD Lucknow	0.03	NDTV Imagine	0.18
DD Malayalam	0.02	Ten Sports	0.07
DD Podhigai	0.01		
DD Oriya	0.02		
DD Bangla	0.04		
DD Telugu	0.02		
DD Chandana	0.02		

Journalists' Welfare Fund

1690. SHRI RAJEEV SHUKLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total amount in the Journalists' Welfare Fund, as on date; and

(b) the number of journalists and their families benefited during the last two years, year-wise?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) The total amount in the Journalists' Welfare Fund, as on 1st April 2009, is Rs.8,86,28,000.

(b) No cases have been recommended for relief under Journalists' Welfare Fund during the financial year 2007-2008 and 2008-2009.

FDI in the print media

1691. SHRI M.P. ACHUTHAN:

SHRI D. RAJA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state: